



CITY OF AUSTIN
STRATEGIC DIRECTION

Austin Strategic Direction 2023

Economic Prosperity Committee Briefing

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March 21, 2018

One City, One Playbook

Sitting Council

Community

Staff



1
Scorecard

Proactively Address All Horizons



Austin Strategic Direction 2023 includes:

Vision – an aspirational community vision for Austin.

Outcomes – results we seek the Austin community to experience.

Challenge Statements – evidenced-based diagnoses of critical issues facing the Austin community.

Indicators – assess the degree to which the outcome is being achieved.

Metrics – each indicator has a series metrics to track and report whether the City is making progress on that outcome.

Strategies – actions the City will take to address identified challenges and “move the needle” on indicators and metrics for that outcome.

Council and Staff Collaboration





CITY OF AUSTIN STRATEGIC DIRECTION

IMAGINEAUSTON

In working toward the long-term Imagine Austin vision and our aspiration of being one of the most unique, thriving, livable cities in the country, this City Council has chosen to pursue the following strategic outcomes at this time.

Our Strategic Outcomes

Together we strive to create a complete community where every Austinite has choices at every stage of life that allow us to experience and contribute to all of the following outcomes:



Economic Opportunity and Affordability
Having economic opportunities and resources that enable us to thrive in our community.



Mobility
Getting us where we want to go, when we want to get there, safely and cost-effectively.



Safety
Being safe in our home, at work, and in our community.



Health and Environment
Enjoying a sustainable environment and a healthy life, physically and mentally.



Cultural and Lifelong Learning
Being enriched by Austin's unique civic, cultural, ethnic, and learning opportunities.

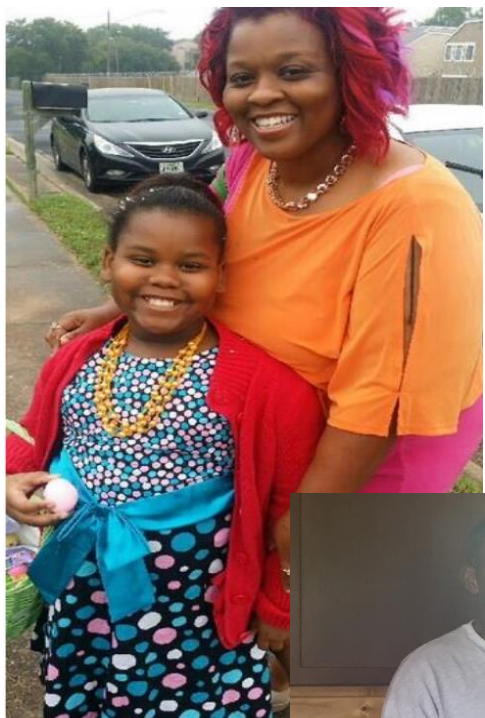


Government that Works for All of Us
Believing that city government works effectively and collaboratively for all of us—that it is equitable, ethical and innovative.

Plan Name and Date	Outcome(s)
Austin Energy Strategic Plan - 2016	Safety Economic Opportunity/Affordability
Austin Smart City - 2016 proposal and ongoing	Mobility
Austin Strategic Economic Plan - 2016	Economic Opportunity/Affordability
Austin Strategic Housing Plan - under development	Economic Opportunity/Affordability
Austin Strategic Mobility Plan - under development	Culture/Learning Mobility
Austin Urban Trails Master Plan - ongoing	Mobility Health
Austin Water Forward (integrated resource planning) - unde...	Safety Health
Austin/Travis County EMS Strategic Plan - 2012	Safety
Austin/Travis County Sobriety Center initiative - underway	Safety
Barton Springs Master Plan - 2009	Health
Bicycle Master Plan - 2014	Health Mobility Safety
Building Austin's Creative Capacity plan - 2016	Economic Opportunity/Affordability
Capitol Complex Facilities Master Plan - 2016	Mobility
CapMetro Bus Electrification - ongoing	Mobility
CapMetro Connections 2025 - 2016	Mobility
Carbon Neutral Fleet Plan - Internal	Health Mobility
Central Texas Extreme Weather and Climate Change Vulnera...	Safety Mobility
CiNCA (Children in Nature Collaborative of Austin) initiative	Health
City Auditor Report on Language Access	Government that Works
City Auditor Special Report	Safety Health
City Demographics Reports - ongoing	Culture/Learning
City Facility Master Plan	Culture/Learning Government that Works
City Fleet Electrification - 2016	Mobility Government that Works
City Information Technology Strategy - 2014	Government that Works
City of Austin Capital Improvements Program 5-Year Plan	Government that Works

124
plans studied

Field Research



Poverty Simulator



I know that my family and neighborhood are safe when...



CITY OF AUSTIN STRATEGIC DIRECTION **MY ATX** **Safety** Names:

I know that my family and my neighborhood are experiencing safety when...

PEOPLE WALK AND BIKE AT SUNSET WITHOUT ANXIETY.	Drivers obey traffic laws	Everything Behind the Scenes is working well	RESIDENTS ENGAGE WITH EACH OTHER
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What should the City of Austin monitor to improve City services? (i.e. data, trends, maps, human experiences, indicators)


RESIDENT UNDERSTANDING OF TRENDS/LAWS THAT WILL AFFECT THEM.	Fast response times for first Responders	Zip Code Newsletter - School notices - crime report - traffic - projects	Community Reporting Program	Community Survey
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CityWorks Class, 9/26/17

Quality of Life & Equitable Outcomes Expedition



Feedback from Boards and Commissions

 CITY OF AUSTIN
STRATEGIC DIRECTION

Austin Strategic Direction 2023: Boards & Commissions

1. Welcome to the Strategic Plan Feedback Survey

As a member of a City of Austin Board or Commission, you are invited to provide feedback on draft work products for the City's strategic plan, [Strategic Direction 2023](#). Your individual feedback will be shared with the [six strategic outcome teams](#) drafting the plan.

In this brief survey, we invite your feedback on the these work-in-progress components of the plan:

- o [Challenge Statements](#) - *what are the most critical challenges facing the Austin community over the next 3 to 5 years?*
- o [Indicators and Metrics](#) - *how might we measure the City's contributions to Austinite outcomes?*

After reviewing these documents, you are ready to complete the survey. You may provide feedback on all six outcomes or a single outcome if you wish.

The deadline to provide feedback has been extended to **5PM Sunday, Feb. 4**. We look forward to hearing your thoughts.

Next

Director Summits



Exchange with City of Houston

Topics included equity, resiliency, 'complete communities'



Community Indicator vs. City Contribution

Community Indicators

- Help the City understand whether the community is making progress at achieving the stated outcome
- Will likely measure things that are *beyond the control of the City government*

City of Austin Contribution Metrics

- Measure the *contribution* the City (through its programs and policies) is making toward achievement of the stated outcome
- Likely involve data collected by the City and demonstrate the quantity and/or quality of the City's efforts to positively “move the dial” on one or more of the community indicators.

Characteristics of Effective Performance Metrics

Relevance: The indicator would be considered meaningful by Austinites, and it relates specifically to the outcome.

Understandability: The indicator is clear, concise and easy for people inside and outside the City to comprehend.

Timeliness: The data is available frequently enough and soon enough to inform key decisions.

Comparability: The indicator allows one to tell over time whether City performance is getting better or worse and how well Austin's performance benchmarks with "competitor" jurisdictions.

Reliability: The data being used is verifiable, bias-free, and accurate.

Cost-Effectiveness: The time and expense to gather, analyze and report the data is justified given the expected value for making better decisions.

Influence: The City has some ability to impact the indicator by its actions.

Segmentability: The data has the potential to be broken down and analyzed to assess the City's performance from an equity perspective.

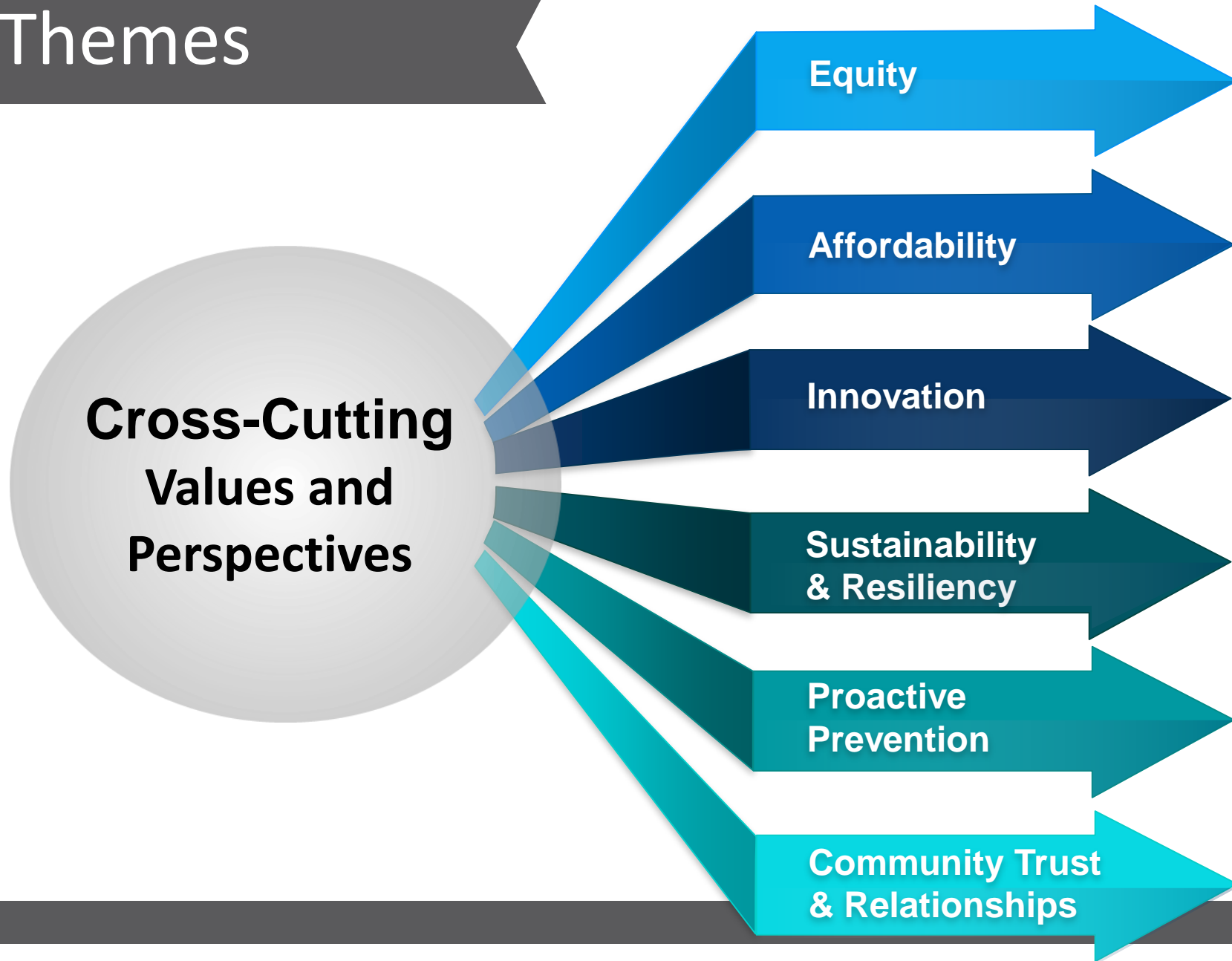
Strategies to advance the outcomes

Given the **challenges** we face as a community and the **indicators of success** we have established, where should the City of Austin focus its efforts to advance this outcome?

Characteristics of Effective Strategies

- ✓ Key opportunities where the City has potential leverage to address identified critical ***challenges*** and “move the needle” on the relevant ***indicators*** and ***metrics*** for that outcome
- ✓ Specific enough to set **clear direction** for the City yet high level enough to leave room for a variety of adaptively changing set of activities by the City and our partners
- ✓ Driven by **evidence of what works** or if new, then **highly promising**
- ✓ Aligned with recently adopted **Council policy/direction**

Strategic Themes



Adoption and Onward

- ✓ Council adopted Austin Strategic Direction 2023 on March 8, 2018
- ✓ Budget: Strategic alignment and the FY2019 Proposed Budget
- ✓ Incorporation into City organizational/operating framework
- ✓ Development of public facing dashboards and other publications for ongoing communications

Strategic Direction Alignment Opportunities

- ✓ Commission work plan: When establishing annual work plan, how does it align to the outcomes?
- ✓ Recommendations to Council: When making recommendations to Council, how does the item relate to the outcomes and associated metrics?
- ✓ Budget
- ✓ Ongoing implementation

Thank you!

Questions?

austinstrategicplan.bloomfire.com

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